Visa, AmEx scuffle over ad claims

By JUDITH GRAHAM

Visa International and American Express Co. are escalating attacks on each other's advertising.

The level of allegations about misleading advertising has been unusually high recently, and the Big 3 TV networks have been dragged into the fray.

In the latest development, Visa is planning to alter a spot in its recent Gold Card campaign because of complaints brought to the networks by rival American Express Travel Related Services Co.

CBS and NBC are reviewing the challenge to see whether any further changes are warranted; ABC acknowledged receipt of the complaint but declined comment.

AmEx's gripe with Visa centers on several claims in a 30-second commercial set in Zurmatt, Switzerland, which broke on cable TV the first week of April via BBDO Worldwide, New York. The spot is part of Visa's new Gold Card campaign.

The most serious charge brought by AmEx was that Visa is unable to deliver the emergency services described in the spot, which claims immediate replacement of lost cards and delivery of emergency cash. The spot also claims that AmEx can't deliver similar services in Zurmatt.

AmEx's charge is based on information supplied by an employee, who tested his Citibank Visa card's services in Zurmatt.

In an affidavit submitted to the networks, he claimed he reported his Visa card lost and tried to get a replacement. He said he contacted several Swiss banks and Citibank's South Dakota-based operations, but could not arrange to get either a replacement card or emergency cash.

Although the networks appeared concerned that the spot was flawed, Visa denied the commercial presented a major problem.

"AmEx didn't call the right [phone] number" for Europe Assist, which manages Visa's emergency network abroad, said Jan Soderstrom, Visa's VP-advertising and marketing communications.

To clarify the matter, Visa is voluntarily adding Europe Assist's toll-free number to the end of the Zurmatt commercial.

AmEx and Visa have been at odds over the Zurmatt spot for almost two months. In early April, immediately after the campaign was launched, AmEx brought its first challenge.

It initially objected to a claim that AmEx customers need to travel 100 miles to Lausanne, Switzerland, to receive replacement cards or emergency cash. AmEx argued those services are available in Zurmatt.

That surprised Visa, which said it checked the accuracy of its claim and contended that AmEx initiated the services in Zurmatt only after the Visa commercial aired.

Not true, according to AmEx. "We have always been able to replace an AmEx card in Zurmatt within 24 hours," said Nancy Muller, VP-communications.

While AmEx's delivery of emergency cash "was not as strong," the company has since improved that service, she said.

Although the Zurmatt spot was pulled from Cable News Network for about a week in April, Visa made slight modifications in its description of AmEx's services that allowed it to go back on the air. Now, in addition to including Europe Assist's phone number, it's considering other slight alterations regarding the AmEx charges, but Ms. Soderstrom declined to elaborate.

Well before this latest exchange, Visa had its own ax to grind with AmEx's "Membership has its privileges" TV campaign, which broke in March 1987 via Ogilvy & Mather.

Visa objected to claims in several spots that AmEx offers "no preset spending limit." Visa argued that AmEx does limit authorized spending, and AmEx later added a line to the spot stating, "Approval based on account experience and resources."

Visa also contended that one AmEx spot describing AmEx's benefits was misleading.

In the commercial, a man in a hotel realizes that he's left his prescription at home, dials up AmEx and is reassured that the company can help. During the scene, a helicopter suddenly appears outside the hotel window.

Visa claimed the scene went too far in implying immediate delivery of services. AmEx later deleted the helicopter from the commercial.

AmEx took the campaign off the air in the late fall, when it started running a set of commercials for its new "Purchase Protection" benefit, and recently began running the spots again.#

Burger, beer campaigns turn heads

By SCOTT HUME

April proved to be the kindest month for a pair of high-profile ad campaigns, as Burger King Corp. and IBM Corp. showed strong rebounds in top-of-mind awareness.

It also was surprisingly kind to Stroh Brewery Co., which last month for the first time placed among the top 10 advertisers in ADVERTISING AGE's monthly adWatch survey of consumer ad awareness.

When 1,000 respondents were asked which advertising came to mind first from all they had seen, heard or read in the previous 30 days, Stroh ranked eighth.

That placed it right behind Anheuser-Busch's more heavily advertised Budweiser/Bud Light tandem and ahead of the 10th-ranked Miller Brewing Co. trio (Miller Genuine Draft, Miller High Life and Miller Lite).

Credit for Stroh's appearance probably should belong to the return of beer-loving Alex the Dog, including one commercial in which the pooch performs "impersonations" of such famous dogs as Rin Tin Tin and rival Bud Light's Spuds MacKenzie.

Overall, the best-recalled advertising of the month was Pepsi-Cola's latest, which features superstar Michael Jackson.

His talents may have cost Pepsi a bundle, but he put the brand's advertising back at the top of the heap for the first time since August.

In descending order, the top 10 in top-of-mind awareness in April were Pepsi-Cola, Ford, Coca-Cola, the California Raisin Advisory Board, Chevrolet, McDonald's Corp., Budweiser/Bud Light, Stroh, Procter & Gamble Co.'s Tide and, tied for 10th, Miller/Miller Lite and political advertising.

The most startling change came in the category of computer advertising.

Last month, 24.5% of the adults surveyed said IBM's advertising was the first computer advertising that came to mind, up 6.8 percentage points from IBM's 17.7% share of first mentions in the March survey.

That wasn't quite enough to overtake Apple Computer, which received 26.7% of first mentions, but it was IBM's best adWatch showing in several years and pulled it closer to Apple than the company has been since the January 1987 survey.

IBM's advertising recently has been augmented by the addition of Alan Alda (AA, Feb. 22), reuniting him with other past cast members from "M*A*S*H" who had been appearing in IBM advertising for the past several months.

Ranking third among the computer advertisers was Radio Shack, with 3.3% of first mentions.

The agency responsible for IBM's advertising is Lord, Geller, Federico, Einstein, New York, which has been making news recently for everything but its creative product.

Many of the agency's staff who worked on IBM have since moved to breakaway agency Lord Einstein O'Neill & Partners, raising the possibility that IBM ultimately will move the account elsewhere.

Another ad campaign that has been the focus of much attention and controversy has been N W Ayer's "We do it like you'd do it" campaign for Burger King.

That campaign, Ayer's first after assuming the $200 million account from J. Walter Thompson USA last summer, began Feb. 29. The initial reaction was negative: BK's share of recall of fast-food advertising declined after the campaign began (AA, April 25).

However, aided by a shift in marketing strategy, BK's advertising rebounded last month.

Its advertising got 16.1% of first mentions in the April survey, up 3.7 points from March and a better score than it had received since October.

Early in April, BK shifted the ad focus to include the comparative claim that its Whopper sandwich was preferred over McDonald's Big Mac in national taste tests (AA, April 11).

McDonald's continued its uninterrupted reign as best-recalled fast-food advertiser with 46.1% of first mentions in April. Wendy's International held the No. 3 slot with a 6.5% share for its "Hamburger A, Hamburger B" campaign.

AdWatch survey of advertising awareness
Top 10 in April

One thousand people were asked: Of all the advertising you have seen, heard or read in the past 30 days, which advertisement first comes to mind? Source: RI Research Center, Lincoln, Neb.

Rank 4/88	Rank 3/88	Advertiser	Agency
1	2	Pepsi-Cola	BBDO Worldwide
2	4	Ford	J. Walter Thompson USA
3	7	Coca-Cola	McCann-Erickson
4	1	California raisins	Foote, Cone & Belding
5	6	Chevrolet	Lintas:Campbell-Ewald
6	3	McDonald's	Leo Burnett USA
7	8	Budweiser/Bud Light	D'Arcy Masius Benton & Bowles/DDB Needham
8	—	Stroh	Lowe Marschalk
9	—	Tide	Saatchi & Saatchi DFS Compton
10	5	Political ads	Various
10*	10	Miller/Miller Lite	J. Walter Thompson USA/Backer Spielvogel Bates

* indicates a tie.

AdWatch is a joint project of ADVERTISING AGE and SRI Research Center, Lincoln, Neb.

Advertising awareness is measured by asking a nationally projectible sample of people to name the first advertising that comes to mind overall and in specific product categories.

In other significant changes in last month's survey:

- General Motors Corp.'s Chevrolet lost ground in its battle to unseat recall-leader Ford in the **cars and trucks** category. Chevy's "Heartbeat of America" campaign came to mind first for 14.7% of respondents, down from 16.8% in March.

  Ford got 21.9% of first mentions, up slightly from 21% the previous month. Third-place Toyota Motor Sales USA rose to 7.5% from 5.7% in March.
- Alpo took a better than 2-to-1 leadership position in the **pet food** category last month. Alpo's advertising came to mind first for 10.6% of the sample, up from 8.2% in March. No. 2 Kal Kan dropped to 4.8% from 6.8%. That tied it with Star-Kist Foods' 9-Lives, which rose to 4.8% in April from 3.2% the month before.#

For more information, contact SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68510. Phone: (402) 489-0351.

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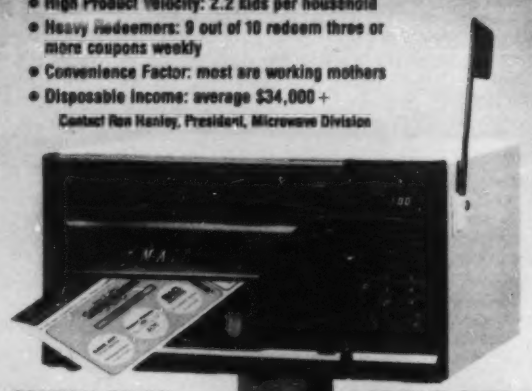

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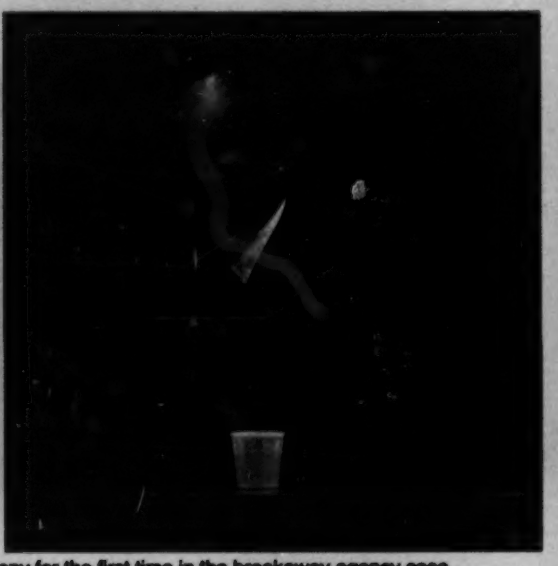

Photos by Doug Goodman

WPP Group Chief Executive Martin Sorrell took the stand in New York state Supreme Court, where he gave testimony for the first time in the breakaway agency case.

IBM pulling the plug

Agency review under way for $138 million account

By GARY LEVIN
and JON LAFAYETTE

IBM Corp. put its entire $138 million account up for review June 3, saying it will split the business among several agencies.

That follows a legal feud that appears to be turning the company away from both its main U.S. agencies.

IBM's move will add to the woes of Lord, Geller, Federico, Einstein while possibly bolstering the agency's lawsuit against Lord Einstein O'Neill & Partners, formed last March by six top Lord Geller executives who broke away. Lord Geller's problems could help the agency show damages.

The suit, filed by Lord Geller parent WPP Group and its chief executive, Martin Sorrell, charges the former executives with a conspiracy to sabotage their former agency.

The review apparently was initiated by top-level IBM executives who believed last week's disclosure of confidential testimony marked the "last straw" in its continuing frustration over its involvement in the lawsuit.

Although IBM wouldn't specify the number of agencies it will meet with, sources said a company task force has developed a list of fewer than 10 agencies, from which it will choose two or three to handle various assignments.

Lord Geller exec tells 'doubts' about agency—P. 74
Sorrell transcript reveals much ado about Saturn—P. 76

The assignments include IBM's corporate group and its marketing and services group, which likely will be broken down by product categories, such as copiers, personal computers, typewriters and other products.

The company is said to have set a July deadline for its agency decision. IBM said Lord Geller will be included in the review and expects it "will continue as one of the company's advertising agencies."

Former IBM shops and other agencies are lining up to get a piece of the lucrative business. DDB Needham Worldwide and Geer, DuBois are known to have courted IBM officials in the weeks since the lawsuit was filed, and some executives, who asked not to be identified, reported being told casually by IBM officials that "we might see you soon."

However, DDB Needham's sister agency, BBDO Worldwide, handles Apple Computer and that could be a conflict.

Sources said prospects for several other agencies are bright. Interpublic Group of Cos.' Lintas:Worldwide has no apparent conflicts, and its recent purchase of Muir Cornelius Moore, a major IBM sales-promotion agency, provides

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Upfront market draws bleak forecast for nets

By VERNE GAY

NEW YORK—Sales for the 1988-89 prime-time TV season are expected to be off by as much as $400 million when this year's upfront market kicks off this month.

If this 15% drop from last year's record $3.1 billion in upfront sales holds up, it would be only the second time in a decade that sales in the key selling period declined from the previous year.

In the upfront market, the networks sell part of their commercial inventory as much as 52 weeks in advance. Reduced early sales could affect pricing for a long time.

While the Big 3 networks are floating suggestions that prices will increase about 8% to 9%, advertisers are saying prices will end up flat or, at most, about 5% higher than last year's levels. Last year, prices increased by as much as 30% from 1986.

National advertisers buy anywhere from a third to half of all their network TV time for the coming broadcast year in upfront. They do this to get lower prices than they could get in the scatter market and to get guarantees or assurances that purchased ratings levels will be met.

Scatter refers to the sell-off of remaining time after the TV season has begun.

This year, according to an ABC survey, about 125 advertisers will enter the upfront market, down 100, or 44%, from the year before.

ABC also found that of the 80 advertisers surveyed, 42 said their budgets would increase and 40 said their budgets would decrease.

One of the reasons for the likely upfront softness this year is that smaller advertisers that bought upfront last summer to escape high scatter prices aren't expected to return to the market this year.

Another reason cited by agency and network sources is that many major advertisers overbought last year because of uncertainties caused by the transition to peo-

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Last Minute News

Seagram expands coolers' star roster

NEW YORK—Jos. E. Seagram & Sons is adding two more celebrities to its new TV campaign for Seagram's wine coolers, but executives won't identify them. Separately, sources say Seagram will discontinue two flavors in its cooler line—original premium and apple cranberry—and replace them with new flavors. Ogilvy & Mather handles.

Long John Silver's picks finalists

LEXINGTON, KY.—Long John Silver's Seafood Shoppes selected finalists for its $15 million-plus fast-food account. Agencies include GSD&M, Austin, Texas; the Martin Agency, Richmond, Va.; Scali, McCabe, Sloves, New York; and three or four more agencies, unidentified because of client conflicts. Foote, Cone & Belding, Chicago, was dropped from the account earlier this month. LJS marketing exec-

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TV makers zap price-cutters

By IRA TEINOWITZ

Two leading consumer-electronics marketers will unleash a multimillion-dollar weapon in their fight to halt the downward spiral of TV and videocassette recorder prices: their co-op advertising budgets.

Zenith Electronics Corp. and Thomson Consumer Electronics Corp., barred from setting prices by federal law, will use the force of their co-op programs to try to keep retailers from discounting their products.

Their announcement was made on the eve of the Summer Consumer Electronics Show, which started June 4 in Chicago.

At Thomson, which now owns the GE and RCA brands, retailers face being disqualified from the co-op program for up to 90 days if their ads for RCA's top ColorTrak line list prices below company minimums. (Thomson doesn't offer co-op advertising on the GE brand.)

Zenith's program is somewhat less harsh but more encompassing. Zenith is setting minimum advertised prices for every one of its camcorders, TVs and VCRs. Retailers won't be reimbursed for any advertising that cites prices below those minimums.

"For too long, leading manufacturers like Zenith have been prepaying the electric bill while we sat in the electric chair and some retailers pulled the switch," said Gerald M. McCarthy, president of Zenith Sales Co. "Our new policies and programs should give Zenith and its distributors more control.

"We will no longer subsidize those retailers who advertise the most desired brand name in the business at ridiculously low prices just to draw customers into their stores to sell lesser-quality off-brand products."

At Thomson, Frank McCann, public relations manager, said the steps are necessary to preserve RCA's quality image.

It's believed that Zenith and Thomson's actions could be adopted by marketers in other product categories.

Television Digest estimates that for the year ended last June, GE and RCA combined for about 24% of the 19 million TV sets sold while Zenith accounted for 14.5%.

Consumer electronics marketers are estimated to spend more than $250 million on measured media advertising. Their co-op spending is believed to equal or exceed that, according to Frank Hennessey, VP-sales for the Newspaper Advertising Bureau.

Zenith last year spent about $8 million in measured media for consumer products.

While taking a hard line with retailers, Zenith is taking a hard look at getting out of the consumer electronics field altogether.

Zenith last week acknowledged that it's holding discussions with unnamed companies about a possible sale of its electronics lines.

"We are exploring all our options and are unlimited in perspective of what we are willing to look at," said President Jerry K. Pearlman.

Zenith cited cost pressures that have hampered the profit picture for consumer electronics marketers in its fight against what it considers to be bait-and-switch tactics in the marketplace.

Zenith is to unveil a new ad campaign later this year from Foote, Cone & Belding, Chicago. Company officials said the new campaign will keep "The quality goes in before the name goes on" tag.

Thomson, which is unveiling its first GE and RCA products since buying the consumer electronics line from General Electric Co. last year, this fall will introduce a line of upscale TVs, Dimensia by RCA. The line will be backed by separate advertising. Ammirati & Puris, New York, handles Dimensia, GE and RCA for Thomson.

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Paid anti-drug ads opposed

By STEVEN W. COLFORD

Ad industry representatives this week hope to convince two lawmakers that their proposal for a $225 million, paid anti-drug campaign should be repackaged to avoid undercutting the industry's own multimillion-dollar effort.

At stake is the future of the 16-month-old Media-Advertising Partnership for a Drug-Free America, said John O'Toole, exec VP of the American Association of Advertising Agencies.

The partnership is a joint, pro bono effort of advertisers, agencies and media that has garnered about $150 million in free time and space for its highly acclaimed anti-drug campaign in its first year.

If that campaign, originally estimated at $1.5 billion over three years, has to compete with a paid, federally funded campaign, it would spell the end of the partnership, Mr. O'Toole said.

"There's an old axiom dating as far back as the world's oldest profession that says you don't give away something you can charge for," Mr. O'Toole said, adding that agencies wouldn't volunteer their services if a rival agency were getting paid to handle a similar campaign.

And, he said, broadcasters would opt to sell time for the government's anti-drug messages rather than donate time for the partnership's effort.

The partnership's Lynn Mapes and Executive Director Tom Hedrick have already discussed their concerns with representatives of the bill's sponsors, Sens. John Danforth (R., Mo.) and Ernest Hollings (D., S.C.).

But it's not easy persuading lawmakers, particularly in an election year, to back away from legislation addressing what's widely regarded as the U.S.' foremost issue of concern.

Mr. O'Toole has suggested that the senators redirect any federal funds appropriated for the bill to buy network time for an anti-drug telethon.

Another alternative suggested by Mr. Mapes, former VP-associate publisher at *Reader's Digest*, is to apply the federal funds to research or outdoor ads.

"We're all on the same side on this issue," said Mr. Mapes, who hopes to meet this week with Sen. Danforth or his representatives.

The Danforth-Hollings proposal likely will be considered by the Senate telecommunications subcommittee by the end of the month, a congressional committee aide said.

"If it [the proposal] needs to be adjusted to complement the other effort, it will be," the aide said. "There is no intention of undercutting what's already being done."

Nabisco's rebuilding puzzles its agencies

By JUDANN DAGNOLI

Nabisco Brands' restructuring into four operating companies, coming on the heels of its reassignment of $120 million in advertising, leaves the ad agencies wondering how they'll be affected.

The revamp essentially broke Nabisco's U.S. business into Nabisco Biscuit Co. and Nabisco Foods Co. Its international units now are International Nabisco Brands, London, and Nabisco Brands, Toronto.

Parent RJR Nabisco earlier had spun off Del Monte Foods as a separate operating company.

"To be honest, it's kind of a mystery as to why they reorganized," said one Nabisco agency executive who asked not to be identified.

He said Nabisco told its agencies that no accounts will be shuffled as a result of the reorganization and that agencies won't be directly affected.

Ad agencies, however, will now report to different people. The agency source said the marketing executives at Nabisco believe the impact for the shops is that "they have a new boss, that's all."

With the reorganization, Ellen Marram, 41, and William McKnight, 43, essentially switch jobs, as earlier reported (AA, May 30). Ms. Marram, who had been president of the grocery division, was named president of Nabisco Biscuit, while Mr. McKnight moves to president-ceo of Nabisco Foods from president of what was the biscuit division.

Ms. Marram, however, won't be

(Continued on Page 76)

How much is Saturn really worth?

By RAYMOND SERAFIN

Maybe Saturn Corp. won't bill $100 million.

In the aftermath of Hal Riney & Partners winning the biggest new account of the year, it still isn't clear how much the business is worth.

The General Motors Corp. subsidiary has never acknowledged the widely published $100 million figure and still doesn't.

Thomas Shaver, Saturn Corp.'s director of marketing services, said the company soon will start putting together an ad budget and will ask its new San Francisco-based agency for its recommendations.

Mr. Riney himself acknowledged that the billings figure may be off. A few hours after Saturn named Riney as its first agency, the shop's chairman-ceo was asked to estimate how much it will spend on advertising.

"We don't know what the billings are going to be," he said. "We're praying that they'll be immense."

In fact, it may be several years before Saturn's factory ad spending reaches $100 million. And when that happens, it's possible Riney won't be doing the media buying, a factor in determining the final compensation agreement.

Several things suggest billings will grow slowly:

- Media attention focused on Saturn since its inception means there will be scant need to develop brand awareness. Without any advertising, Saturn achieved a name awareness of nearly 40% during its 1985 search for a site for its assembly plant, officials said at the time.

The first Saturn model goes on sale in mid-1990 and will undoubtedly get more media coverage than any car launch ever.

- Initial capacity at Saturn's Spring Hill, Tenn., assembly plant will be 250,000 cars a year; the 500,000 mark won't be reached until 1994 or 1995, officials say.

At 250,000 cars a year, a $100 million ad budget would come out to $400 per vehicle on a car expected to sell for about $10,000. That would compare to a per-car average closer to $200 for GM's other car divisions.

Hyundai Motor America, an importer of small cars made in South Korea, spent an estimated $63 million in 1987—its first full year—and sold 263,010 cars for an average per-car expenditure of about $235 a car. And unlike Saturn, Hyundai started with virtually no brand-name awareness.

- One of the directives GM gave Saturn was to find ways to get costs out of a car through both the manufacturing and marketing, to make U.S. production of small cars a viable, competitive alternative.

- The pay of Saturn workers, managers and union members alike will be linked to a profit-sharing formula. Saturn's management-labor Strategic Action Council might be concerned that overspending on advertising would cut into profits.

Other auto ad industry sources speculate that the account could approach $100 million after the car is available nationally in 1991, but they say that would take into account inflation and sales-promotion work.

However, the business is still big.

The most lucrative aspect could come from handling dealer co-op ad groups, which may spend an estimated $40 million to $50 million a year after Saturn's first model is available nationally.

Recent automotive trends suggest Riney will get those dealer-group accounts. Nissan recently told its dealer associations to consolidate their $60 million business with national agency Chiat/Day, Los Angeles.

While major automakers have been reducing commissions in recent years, with 13% the average current rate, agencies more typically get 15% on dealer group accounts.

Also, at least one Saturn executive believes it would be a major mistake to underspend on advertising. Donald Hudler, VP-sales, service and marketing, said, "If we decided to cut back advertising to put an additional $150 to $200 content in the car, and then find out we need to advertise more, then those dollars will already have been spent and we can't increase the advertising and still be cost-competitive.

"So it would be better for us to be prepared to overspend."#

Correspondent Alice Z. Cuneo in San Francisco contributed to this story.

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Breakaway shop sees retail as hot

By KATE FITZGERALD

CHICAGO—The latest breakaway agency, Mass Marketing Inc., may be ready to announce its first client this week.

If it does, the shop created two weeks ago by the four top executives who split off from Saffer/USA could be sending a signal that agencies specializing in retail advertising are in demand.

Saffer Advertising, Toronto, Saffer/USA's parent, is North America's largest retail advertising agency, with about $155 million in annual billings in Canada and here.

A possible target for Mass Marketing is the $7 million Carson Pirie Scott & Co. account that Saffer/USA resigned last month after winning the $10 million Montgomery Ward & Co. business (AA, May 23).

Saffer didn't drop any other retail clients, a sign of the industry's often-loose approach to client conflicts.

Joel Nichols, VP-advertising for Woodward & Lothrop in Washington and the John Wanamaker's chain in Philadelphia, both handled by Saffer, said his company saw no conflict in Saffer's other work.

"Even before the Ward assignment, Saffer was handling advertising for Carson's free standing Corporate Level store here in Washington and that didn't bother us," Mr. Nichols said.

"Frankly," he added, "there aren't many other capable agencies out there."

"The conflict issue is definitely heating up in retailing, but the rules are very unclear still," said Lee Lynch, president of Carmichael Lynch, Minneapolis, which handled broadcast advertising for Minneapolis-based Donaldsons department stores before it was bought by Carson recently.

Gerald Wood, the former president of Saffer/USA and now president of Mass Marketing, wouldn't confirm the new shop is eyeing the Carson account.

Mr. Wood discounted suggestions the agency is in line for the $20 million Long John Silver's Seafood Shoppes' business, resigned recently by Foote, Cone & Belding, Chicago (AA, May 30).

"We're not close to getting either account," said Mr. Wood, but he hinted other clients were in the wings and said he was in the process of hiring up to 30 people.

Carson Public Relations Director Laura Higdon said the company plans to decide on a new agency as soon as possible.

Saffer's ability to beat out incumbent Young & Rubicam and others for Ward suggests the enhanced value of an agency with retail experience.

Mr. Wood and the other executives who followed him out of Saffer/USA—including VPs Cathy Frangos, Drew Herbert and Ron Smith—all have extensive experience in the growing niche of retail advertising, Saffer's specialty. Mass Marketing will be a full-service operation specializing in retail.#

CORRECTIONS & CLARIFICATIONS

- *Elle's* correct 1988 January-to-April ad page total was 694.9 (AA, May 16, P. 70).
- Meredith Decker, new director of brand management at Guild Wineries & Distilleries, retains marketing manager responsibility for Cook's champagne (AA, May 9, P. 89). Pamela Martin, promoted to marketing manager, is handling several other brands, not Cook's.
- Two articles about Colgate-Palmolive Co.'s introduction of Ajax Disposer Care incorrectly stated that the company acquired the product from Wisconsin Pharmacal (AA, April 25, P. 22, and May 16, P. 30). Wisconsin Pharmacal developed Disposer Care in 1985 but sold it to Twinoak Products, Plano, Ill. Twinoak expanded distribution of Disposer Care nationally before selling it to Colgate in 1987.
- Levine, Huntley, Schmidt & Beaver, New York, not Young & Rubicam, created advertising for Oscar Mayer Foods Corp.'s Zappetites (AA, May 16, P. 12).#

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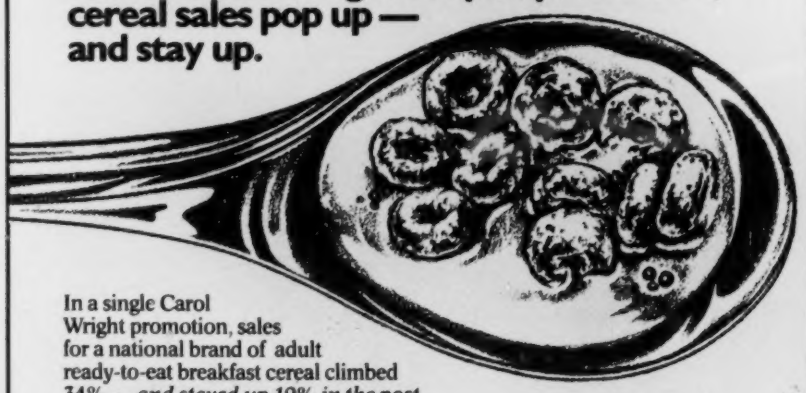

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